

# Building Your Brand

## The Importance of a Consistent Message

**Logo:** Visually represents your company brand

**Tagline:** Distills company identity into a cogent and lucid line (3-6 words)

**Elevator Pitch:** Quickly and clearly communicates your core value proposition (3-5 sentences)

**Executive Summary:** Further introduces your technology, the problem it is solving, and the management team (1-2 pages)

**Slide Deck:** Provides additional metrics and graphics to further the understanding of your opportunity (10-12 slides)

Logo

Tagline



Keep Your Message  
Clear and Consistent  
Throughout Your  
Communication  
Channels to  
Develop Your Brand

Logo

www.

**Website:**

Functions as an effective reorganization of all your materials in web format (5-7 tabs)



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# How To Develop A Brand Guide

**Christian Drosten**



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